

2023 Cross Canada Road Show – Installation Rodeo



National Speaker

Jeff Wallis

Signature Signs, Niagara Falls, ON



From Humble beginnings in 1983, Jeff & Elanie Wallis started their sign business in the basement of their Niagara Falls home. From hand lettering signs to fabricating neon spectaculars, a dedication to building valued relationships with clients has led to over 40 years of success. The company has grown and evolved to reflect the changing times, operating from a 12,000 sq ft facility in Niagara Falls offering award winning design, manufacturing, installation, and service.

Today, Jeff & Elaine are proud to have their son Mark Wallis taking the helm as a second-generation owner pushing the business to an exciting new level of excellence. He is joined by his wife and graphic designer, Emily Butko-Wallis, and his sister and project manager, Katelyn Wallis. With a team of 17 sign professionals, they can get a lot done in a day!

ACHIEVEMENTS:

- 2004 – Chairman of Niagara Falls Chamber of Commerce
- 2004 – Chair, Property Tax Assessment Committee for the Region of Niagara
- 2004-2012 – Chairman, Boys & Girls Club of Niagara Capital Campaign
- 2010-2012 – President, Boys & Girls Club of Niagara Foundation
- 2018-present – Director, Ontario Sign Association, Chair of OSA Education Committee

AWARDS:

- 2006-20017 – Outstanding Contributor Award, Boys & Girls Club of Niagara
- 2007 – Outstanding Business Achievement Award, Niagara Falls Chamber of Commerce
- 2009 – Nominee, Niagara Entrepreneur of the Year Awards
- 2011 – Champion for Children, Boys & Girls Club of Niagara
- 2011 – Nominee, Community Leadership Award, Niagara Falls Chamber of Commerce
- 2012 – Jeff Wallis, Queen Elizabeth II Diamond Jubilee Medal recipient
- 2013 – Jeff & Elanie Wallis, Paul Harris Award Recipients, Niagara Falls Rotary Club
- 2014 – Jeff & Elanie Wallis, Keystone Award, Boys & Girls Club of Niagara
- 2015 – Business of the Month, February 2015, Niagara Falls Chamber of Commerce
- 2016 – Sign Design, Premier Award, Flying Saucer Restaurant, Sign Association of Canada
- 2017 – Mark Wallis, Outstanding Young Professional of the Year, Sign Association of Canada
- 2017 – Sign Design, Two Premier Awards & Best in Show, Niagara Clifton Group, Big Top, Sign Association of Canada
- 2017 – Ontario Sign Maker of the Year, Sign Media Canada
- 2018 – Ontario Sign Maker of the Year, Sign Media Canada
- 2018 – Business of the Year, Niagara Falls Chamber of Commerce
- 2018 – Jeff & Elaine Wallis, Pat Simon Memorial Award of Merit, Niagara Falls Chamber of Commerce
- 2019 – Sign Design, Premier Award, Zoom Bike Rentals and Tours, Niagara-on-the-lake, Sign Association of Canada
- 2020 – Sign Design Premier Award, Historical Signage, Niagara Falls Stamp Mural by Elaine Wallis

Work by Signature Sign & Image

